an inviting proposal

please join the american cancer society ...

IN CREATING THE FIRST-EVER BIRTHDAY BALL

TO SPONSOR AND SUPPORT A GALA EVENT CELEBRATING NEARLY 14 MILLION LIVES SAVED FROM CANCER

FOR A ONCE-IN-A-LIFETIME 100TH BIRTHDAY CELEBRATION
As the official sponsor of birthdays, the American Cancer Society knows how important each and every birthday can be. And when you join us as an official sponsor of the first-ever Birthday Ball, you’ll be part of an important birthday celebration. One hundred years ago, the American Cancer Society began the fight of a lifetime — the fight against cancer. Now it’s time to join together to finish the fight.

**THE AMERICAN CANCER SOCIETY’S 100TH BIRTHDAY**

As the official sponsor of birthdays, the American Cancer Society fights for every birthday threatened by every cancer in every community. We fight so one day no one has to ever face cancer. Our unwavering commitment is based on a century of experience.

The American Cancer Society and our millions of supporters believe this birthday is a once-in-a-lifetime opportunity to celebrate the lifesaving progress that we’ve made against cancer over the past century. The Society has done more to fight against cancer than any other organization, and we will continue our relentless pursuit of even more birthdays. To mark with purpose our 100th birthday, today we are inviting you to join us for this gala event, the Birthday Ball.

**BEVERLY WILSHIRE, BEVERLY HILLS, CA, MAY 17TH, 2014**

The American Cancer Society will be hosting only a few select events designed to mark with purpose our 100th birthday. In spring 2014, we cap off the year of celebration and Los Angeles is a great place for the Society to continue to build relationships, generate revenue, and create awareness about our determination to finish the fight. Expect to rub shoulders with high-end donors, corporate sponsors, entertainment industry VIPs, and celebrities. The enclosed materials will tell you more about the Birthday Ball sponsorship opportunities.
**Why**

**TO CREATE A WORLD WITH LESS CANCER AND MORE BIRTHDAYS**

The American Cancer Society combines a century of experience saving lives with an unyielding passion to end suffering from cancer. As a global grassroots force of more than three million volunteers, we fight for every birthday threatened by every cancer in every community.

We save lives by helping people stay well by preventing cancer or detecting it early; helping people get well by being there for them during and after a cancer diagnosis; finding cures through investment in groundbreaking research; and fighting back by working with lawmakers to pass laws to defeat cancer and rallying communities worldwide to join the fight.

Our list of accomplishments is long, but the bottom line is that nearly 14 million cancer survivors — and countless Americans who have avoided cancer — are celebrating birthdays this year because of the progress we’ve made.

- Every day, we celebrate 400 more birthdays because of the progress made against cancer.
- Sixty years ago, less than half of cancer patients survived five years; today, 2 out of 3 are living that long.
- Today, the five-year survival rate for childhood leukemia is 84 percent.
- More than 81 percent of America is now covered by smoke-free laws in public spaces.
- Millions of cervical and breast cancer screenings have been provided to women who couldn’t afford them.
- Thanks to our volunteers, cancer patients receive thousands of free rides to treatment every year. Every year, the American Cancer Society Patient Navigator Program helps guide thousands of cancer patients through every step of their journey.
- Forty-seven Society-funded researchers have gone on to win the Nobel Prize.
- As the nation’s largest non-governmental investor in cancer research, the Society has contributed more than $3.9 billion since 1946.

**Who**

**SPONSORSHIP HAS ITS PRIVILEGES**

Sponsorship helps the American Cancer Society realize its mission of eradicating cancer and supporting those with the disease. It also provides a unique opportunity to save lives and create more birthdays by helping people stay well and get well, by finding cures, and by fighting back.

We invite you to review the enclosed materials to find out more about the clearly and distinctively fashioned sponsorship opportunities for the Birthday Ball. From the prestige and status of our singular Presenting Sponsor, to the attractively structured Diamond, Platinum, and Gold Sponsor opportunities, there is the right sponsorship package for you and your organization. And this inaugural year we are also pleased to be offering a very special participation at the Centennial Sponsor level.
$100,000

**presenting sponsor**

**RECOGNITION BENEFITS**

- Company CEO / donor qualifies as member of the Birthday Ball Board of Ambassadors
- Name and logo on event invitation
- Name and logo in event program
  (MUST COMMIT BY APRIL 15, 2014)
- Two full-page acknowledgements in event program
- Name and logo on the home page of event Web site
- Name and logo in event video presentation
- Verbal recognition from podium at event
- Opportunity to speak from podium at event
- Name mentioned in all press releases
- Full-page, post-event recognition in several of California’s major business journals
- Industry exclusivity

**PARTICIPANT BENEFITS**

- Four tables (40 seats) with premier seating by stage at event
- Access to pre-event VIP reception
- Selection of complimentary photographs from event
- Birthday Ball sponsorship award
- Special parting gift
- Knowledge that you have a made a difference in the lives of millions with cancer
$75,000

diamond sponsor

RECOGNITION BENEFITS

- Company CEO / donor qualifies as member of the Birthday Ball Board of Ambassadors
- Name on event invitation
- Name in event program
  (MUST COMMIT BY APRIL 15, 2014)
- Two full-page acknowledgements in event program
- Name on event Web site
- Name in event video presentation
- Verbal recognition from podium at event
- Name mentioned in all press releases
- Full-page, post-event recognition in several of California’s major business journals
- Industry exclusivity

PARTICIPANT BENEFITS

- Three tables (30 seats) with premier seating by stage at event
- Access to pre-event VIP reception
- Selection of complimentary photographs from event
- Birthday Ball sponsorship award
- Special parting gift
- Knowledge that you have made a difference in the lives of millions with cancer
$50,000 platinum sponsor

RECOGNITION BENEFITS

- Company CEO / donor qualifies as member of the Birthday Ball Board of Ambassadors
- Name on event invitation
- Name in event program
  (MUST COMMIT BY APRIL 15, 2014)
- Full-page acknowledgement in event program
- Name on event Web site
- Name in event video presentation
- Name mentioned in all press releases
- Full-page, post-event recognition in several of California’s major business journals

PARTICIPANT BENEFITS

- Two tables (20 seats) with preferred seating at event
- Access to pre-event VIP reception
- Selection of complimentary photographs from event
- Birthday Ball sponsorship award
- Special parting gift
- Knowledge that you have made a difference in the lives of millions with cancer
$25,000

**Gold Sponsor**

**Recognition Benefits**

- Company CEO / donor qualifies as member of the Birthday Ball Board of Ambassadors
- Name on event invitation
- Name in event program
  
  (MUST COMMIT BY APRIL 15, 2014)
- Full-page acknowledgement in event program
- Name on event Web site
- Name in event video presentation
- Full-page, post-event recognition in several of California’s major business journals

**Participant Benefits**

- Table (10 seats) with preferred seating at event
- Access to pre-event VIP reception
- Selection of complimentary photographs from event
- Birthday Ball sponsorship award
- Special parting gift
- Knowledge that you have made a difference in the lives of millions with cancer
$10,000

centennial sponsor

RECOGNITION BENEFITS

• Name on event invitation
• Name in event program
  (MUST COMMIT BY APRIL 15, 2014)
• Full-page acknowledgement in event program
• Name on event Web site
• Name in event video presentation
• Full-page, post-event recognition in several of California’s major business journals

PARTICIPANT BENEFITS

• Table (10 seats) with preferred seating at the event
• Selection of complimentary photographs from the event
• Birthday Ball sponsorship award
• Special parting gift
• Knowledge that you have made a difference in the lives of millions with cancer
$5,000

**patron Sponsor**

**RECOGNITION BENEFITS**

- Name in event program
  (MUST COMMIT BY APRIL 15, 2014)
- One-half page acknowledgement in event program

**PARTICIPANT BENEFITS**

- Four seats at the event
- A complimentary photo from the event
- Birthday Ball sponsorship award
- Special parting gift
- Knowledge that you have made a difference in the lives of millions with cancer
public recognition

American Cancer Society brand awareness is 96 percent nationwide. No other health organization or nonprofit has a higher rating. Our brand helps to clearly identify our organization, set it apart from other organizations, and ultimately create relationships with our communities. Your participation in the Birthday Ball includes public recognition through our generous media sponsors.

current media sponsors

We are proud to join with The Hollywood Reporter and Los Angeles Business Journal as media sponsors of our 100th birthday event. Reaching nearly 300,000 of the most influential, affluent, and powerful leaders in the entertainment and business communities each month, the publications will promote gala sponsors multiple times in the months leading up to and immediately following the Birthday Ball.
Sponsorship commitment form

CORPORATION NAME: __________________________________________

BOARD OF AMBASSADOR NAME: ________________________________ TITLE: ___________________________

MAILING ADDRESS: __________________________________________ CITY/STATE/ZIP: ________________________

EMAIL: ______________________________________________ PHONE: __________________ FAX: ______________

HOW WOULD YOU LIKE TO BE LISTED IN PRINT:

ADDITIONAL CONTACT

ASSISTANT’S NAME: ________________________________________ ASSISTANT’S PHONE: ___________________

SPONSORSHIP LEVELS

☐ $100,000 PRESENTING SPONSOR
☐ $75,000 DIAMOND SPONSOR
☐ $50,000 PLATINUM SPONSOR
☐ $25,000 GOLD SPONSOR
☐ $10,000 CENTENNIAL SPONSOR
☐ $5,000 PATRON SPONSOR

EVENT PROGRAM RECOGNITION

☐ $20,000 PHOTOGRAPHY & VIDEO
☐ $20,000 PROGRAM/AUCTION BOOK
☐ $20,000 SECURITY
☐ $20,000 SPIRITS
☐ $20,000 TECHNOLOGY & EQUIPMENT
☐ $20,000 VOLUNTEER FOOD & BEVERAGE
☐ $15,000 ADVERTISING
☐ $15,000 ENTERTAINMENT

☐ $15,000 PARTING GIFT
☐ $10,000 EXPRESS MAIL
☐ $10,000 PARKING FOR VOLUNTEERS (SOLD)
☐ $10,000 POSTAGE
☐ $10,000 SIGNAGE
☐ $10,000 VALET FOR GUESTS (SOLD)
☐ $5,000 MOVING AND TRANSPORTATION
☐ $5,000 STORAGE
☐ $5,000 WEB DESIGN

UNDERWRITING OPPORTUNITIES

☐ $20,000 DECOR
☐ $20,000 ELECTRONIC AUCTION SYSTEM

☐ $20,000 TECHNOLOGY & EQUIPMENT
☐ $20,000 VOLUNTEER FOOD & BEVERAGE
☐ $15,000 ADVERTISING
☐ $15,000 ENTERTAINMENT

☐ $15,000 PARTING GIFT
☐ $10,000 EXPRESS MAIL
☐ $10,000 PARKING FOR VOLUNTEERS (SOLD)
☐ $10,000 POSTAGE
☐ $10,000 SIGNAGE
☐ $10,000 VALET FOR GUESTS (SOLD)
☐ $5,000 MOVING AND TRANSPORTATION
☐ $5,000 STORAGE
☐ $5,000 WEB DESIGN

☐ I WOULD LIKE TO MAKE A DONATION TO THE BIRTHDAY BALL IN THE AMOUNT OF: $ ______________

PLEASE PRINT AND SEND COMPLETED FORM TO:
BIRTHDAY BALL, ATTN: GAIL BERLAN, 3333 WILSHIRE BLVD, STE 900, LOS ANGELES, CA 90010; OR FAX TO 213-380-6286

ALL SPONSORSHIPS RECEIVE TABLE AMENITIES. BENEFIT DESCRIPTIONS ARE AVAILABLE UPON REQUEST. ALL SPONSORS AT THE $50,000 LEVEL OR HIGHER WILL BE LISTED AS VICE CHAIRS. FAIR MARKET VALUE IS $250 PER GUEST.

UNDERWRITING COMMITMENTS INCLUDE TWO TICKETS FOR THE BIRTHDAY BALL. UNDERWRITING COMMITMENTS CAN BE MADE PAYABLE TO THE AMERICAN CANCER SOCIETY OR PAID DIRECTLY TO THE VENDOR.

ALL UNDERWRITERS WILL BE RECOGNIZED IN EVENT PROGRAM.

THE AMERICAN CANCER SOCIETY CARES ABOUT YOUR PRIVACY AND PROTECTS HOW WE USE YOUR INFORMATION. TO VIEW OUR FULL PRIVACY POLICY OR IF YOU HAVE ANY QUESTIONS, PLEASE CALL THE AMERICAN CANCER SOCIETY AT 1-800-227-2345 OR VISIT CANCER.ORG AND CLICK ON THE “PRIVACY” LINK AT THE BOTTOM OF THE PAGE.